

TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

VOL. NO. 1

May 13, 1921.

Published Every Friday at Torrance, California.

-Boost The Chamber of Commerce-

NO. 25.

TORRANCE SCHOOL TO BE BEAUTY SPOT

NEW LAWN WILL SOON PRESENT AN ATTRACTIVE GREEN FRONT

The people of Torrance will be glad to know that at last the new lawn in front of the school building is going to be a reality. Those directly interested in the school have worked for a long time to get this completed. Today the contractor for the sprinkling system broke ground and in a few days the agricultural department will have the fertilizer and seed here to begin planting. It is quite late in the season to start a lawn but with the modern sprinkler which they are installing, the lawn can be kept in perfect condition. By the end of the summer, with the new building completed and the new lawn in, it will be a place to which the whole city can point with pride.

The Truant officer made one of the regular trips to Torrance on Tuesday of this week and investigated the records of the pupils in attendance in the school. Those who have been violating the law by irregular attendance are finding that it is too late to be sorry. The attendance this year has been far better than last, but there are still a few, as there always will be, who feel that laws are made for the other fellow and not for themselves.

Miss Van Emmons, the Los Angeles City School nurse, made her regular visit to the rooms in the Torrance school last week. With the exception of one or two minor cases, she found everything in good condition. The attendance in some of the rooms has been poor because of chicken-pox, measles and mumps. All the pupils who have been enjoying any of the three types of ill health are returning to school after their enforced vacation and voting unanimously "never again."

VOLUNTEER FIREMEN MEET

The Torrance Volunteer Fire Department held their regular meeting last Monday night in the Steffen Hall, and after the regular business session, five new candidates were initiated.

The officers of this organization are as follows: Ben Hannebrink, Fire Chief; L. J. Smith, Assistant; Dr. W. J. Neelands, First Lieut.; Jno. H. Fess, Second Lieut.; Joe Stone, Sec.-Treas. A committee composed of officers was appointed to investigate thoroughly the condition existing around building with the idea of eliminating fire hazards.

Those initiated were F. J. Young, R. L. Riggs, Ben Rappaport, Alfred Gourdier, E. J. Rice, W. T. Casteel, each one of the candidates being shown all the mysteries in detail of this magnificent order.

Refreshments were served and games of a confidential nature were enjoyed.

The next meeting will be held on the first Monday evening of June, when something new, as usual, will be planned, for amusement.

PICNIC PARTY

The following visited Redondo Beach last Sunday and spent the day basking in the sun on the sands, swimming, dancing and late in the afternoon enjoyed a box supper: Mr. and Mrs. R. H. Flood, Mr. and Mrs. F. E. Hammond of Gardena, Mr. and Mrs. Kay Robbins, Bert Collins, Miss Frances Vanderman of Hollywood, Mr. and Mrs. R. F. Wolf of Redondo, Miss Hazel Burton, C. R. Long and W. T. Casteel.

COMING FROM FRESNO

Miss Florence Hammerton of Portola avenue, expects Miss Mildred Withrow of Fresno the latter part of the week. These two young ladies are intimate friends, and great preparations are being made by Miss Hammerton to entertain her guest upon her arrival. Interesting points nearby will be visited by motor.

WOMEN'S CLUB MEETING

The last meeting of the Women's Club of Torrance was held in the home of Mrs. D. A. Barnard of Vista Highlands on Friday, May 6th, at which time five new applicants were elected to membership, and the applications of three more were received. Mrs. Wallace H. Gilbert was elected as secretary to fill the vacancy of Mrs. Wm. Harris, resigned. An advisory board was also chosen to pass upon matters pertaining to the club. The next meeting will be held in the lecture hall of the Dominguez Land Corporation on Carson street, west of the school, on the afternoon of May 16. At this meeting plans will be considered for a reception for all the ladies of Torrance. This affair is to be held on the twenty-third, and all those who are interested in a Women's Club for Torrance are cordially invited.

ANNOUNCEMENT

It has been rumored about town that Casteel's Cut Rate Meat Market will not be a success. I wish to impress upon the people of Torrance that I have unlimited financial backing and am in this business to stay. It is my object to reduce the cost of living within the reach of everyone. See my list of cut rate prices elsewhere in this issue and be convinced that it pays to trade at Casteel's.—W. T. CASTEEL.—Adv.

THE TWENTIETH WEDDING ANNIVERSARY

Mr. and Mrs. Harry Bale of the Miller Tract, East Torrance, were host and hostess to a number of their friends Saturday evening, May 7, when they celebrated their twentieth wedding anniversary. The evening was very delightfully passed at games and a musical program was given, after which refreshments were served. Mr. and Mrs. Bale were the recipients of many useful presents, expensive cut glass being among some of the gifts presented. Mrs. Bale was exceedingly delighted with the gift from her husband, a fine large and exclusively designed rug. Those present were: Mr. and Mrs. Thomas Hudson, Mr. and Mrs. George Theobald, Mr. and Mrs. Hugh Whitney, Mr. and Mrs. John Tolson, Mr. and Mrs. Lawrence Luck, Helen Straub, Rose Straub, Louise Straub, Lilly Gibson, Ellen Whitney, Thomas Jackson, Charley Gibson, Lester Theobald, Daniel Pierson, Curtis Tolson, Horner Ball, Ethel Ball, Mr. and Mrs. Harry Bale.

LADIES GUILD MET

The Ladies Guild met last Thursday, May 5, at Central church with Mrs. J. H. Sprout, Mrs. A. B. Denny and Mrs. Chas. Clark as hostesses. A ways and means committee was appointed to plan for the next church dinner to be given in June. Refreshments were served consisting of strawberries, whipped cream and salad. Another meeting was held yesterday, May 12, at which time the ladies spent the time in sewing in the church parlors.

QUILT BRINGS \$15

Mrs. P. F. Brown of Arlington Ave., who had charge of the quilt raffle Saturday evening at the American Legion Dance, sold over 150 tickets amounting to \$15. The actual cost of the quilt was \$3. Twelve dollars of this fund goes toward the up-keep of the community flag.

Mr. and Mrs. Russel Martin of the El Prado Apartments, have rented a bungalow in Kern Court.

Mr. and Mrs. E. L. Guth of Kern Court expect to move into their new home on Portola the first of June.

ROYAL NEIGHBORS CAMP IS FORMED

LARGELY ATTENDED MEETING WEDNESDAY NIGHT BRINGS OUT MEMBERS

A large and enthusiastic meeting was held in the home of Mr. and Mrs. P. F. Brown Monday evening for the purpose of organizing a Camp of Royal Neighbors for Torrance.

It was decided to name the new order "The Torrance Camp R. N. A. Officers were then elected as follows:

Oracle—Mrs. May McKinley. Recorder—Ruth Hareskad. Vice-Oracle—Persia F. Fess. Chancellor—Celia Probert. Marshal—Elexenia Flood. Inner Sentinel—Hazel Burton. Outer Sentinel—Mary A. Stapelfeld.

Physician—Dr. Norman A. Leake. Managers—Mrs. Frank Sharp, Mrs. P. F. Brown and Mrs. Charlotte Zahradwick. The Past Oracle and Vice-Oracle of Los Angeles Camp R. N. A., Mrs. Lottie Verts and Mrs. Mabel Smith assisted in conducting the meeting, as well as the District Deputy, Mrs. Josephine Hedge.

The installation of officers will be held in the Steffen Hall Wednesday, May 18, at 7:30 o'clock, to which all friends are cordially invited.

The degree staff of California Camp R. N. A., Los Angeles, has been invited to attend and take charge of the institution of this new camp, and to exemplify the ritualistic work.

FIRST BAPTIST CHURCH OF TORRANCE

Services of interest and profit have been arranged for Sunday, May 15th. In the morning at the hour of eleven o'clock the pastor will preach on the subject, "Behold the Man."

Following the song service at the hour of 7:30, at which time a new chorus will be given, the pastor will preach on Spiritualism and answer the much-discussed question "Can the Dead Communicate With the Living?"

The Bible study class studying the Book of Genesis is drawing to a close, only three more lessons remaining in the course. It meets Wednesday evening at 7:30. Bring your Bible and come.

"And thou shalt call His name Jesus, for He shall save His people from their sins.—Matt. 1:21.

Rev. Stanley H. Thorpe, Pastor.

CENTRAL EVANGELICAL CHURCH

E. L. Weatherwax, Pastor. Sunday school, 9:30 a. m. Rev. Geo. Street, superintendent. Cradle Roll pictures of about seventy-five Torrance babies will be unveiled by Mr. A. Thornton, cradle roll photographer, at 10:30 a. m. This will be of interest to all, but especially the parents of those babies, and their friends are invited to be present.

Bishop S. P. Spreng, Naperville, Ill., who dedicated this church three years ago, is expected to preach at 11 a. m.

The choir of Central church will give life of D. L. Moody in story and song at 7:30 p. m. Young Peoples Alliance at 6:30 p. m. Mrs. Hoehr, leader. Choir rehearsal Wednesday 7:30 p. m. Prayer meeting Thursday at 7:30 p. m.

The next meeting of the Gardena Chapter O. E. S. will be held on Thursday, May 14th. The afternoon is to be a social affair. The ladies are invited to bring their needlework, and in the evening they will entertain their husbands.

Miss May Nicowonder of Washington, D. C., who made the transcontinental trip last September with Mrs. Pennington and two brothers, John and George Bowers, is again in Torrance, where she will make her future home.

GO AS DELEGATES TO STATE MEET

ATTEND STATE CONVENTION OF MODERN WOODMEN OF AMERICA

John H. Fess, accompanied by P. F. Brown and C. A. Benzel, returned Saturday afternoon from a week's trip to the State Convention of the Modern Woodmen of America held in Santa Cruz last week. They left Torrance the Sunday before, joined a large delegation in Los Angeles, motoring to Santa Barbara the first day. A dinner was prepared for them there and one hundred were banqueted. Their next stop was Paso Robles, where they stopped for the night. They were subsequently taken to the ball park, preceded by the Paso Robles band and a parade. They witnessed a ball game, the first ball being pitched by Paderesk, first premier of Poland. Moving pictures were taken of the delegation here before they left on their last lap for Santa Cruz. Upon arrival at the convention city a grand ball was tendered the guests. The following day a competitive drill was staged between the different Woodmen teams of the uniform rank. P. F. Brown and C. A. Benzel wore the uniform of the Long Beach team, which won the honors of the day and carried home the banner. The Torrance contingent left Santa Cruz for San Jose and the big red-wood districts Friday, thence south to Tehachapi, where they visited for several hours on the fruit ranch of Mr. Fess. They arrived in Torrance Saturday afternoon at 4:00 o'clock, the longest drive of any one day being 270 miles in ten hours. The national convention of the Modern Woodmen of America will be held in St. Louis in June, and delegates were elected at this convention for this event. Mr. Fess states that the country upstate is very beautiful and prosperous at this time of the year, and that his fruit ranch is doing nicely.

OFFICIAL NOTICE EXPECTED FROM SECRETARY OF STATE THIS WEEK

The certified letter from the Supervisors' office to the Secretary of State at Sacramento, carrying the official notification of the incorporation of Torrance, contains a typographical error, which necessitated rewriting and re-mailing of the notice. This accounts for the delay in receiving the charter, under which the trustees will be governed. The notification has been sent north with all possible dispatch, and word ought to be received at any time, when the new board of trustees will meet and perfect their organization.

LEGION DANCE DRAWS CROWD

The American Legion dance held last Saturday evening in the cafe room of the Ironton Hotel was well attended, and a crowd of merry-makers persisted in having a jolly good time all evening. The community flag and the newly purchased Torrance American flag were used in the decorations of the hall. The beautiful hand-made quilt was raffled off, with Mrs. P. F. Brown in charge, the luck number being held by Mrs. J. A. Bowers of Vista Heights. Little Bart Rees was chosen to draw a ticket from the hat, and the lucky number proved to be that of his grandmother, which added much merriment to the occasion.

OFFICIAL NOTICE EXPECTED FROM SECRETARY OF STATE THIS WEEK

The certified letter from the Supervisors' office to the Secretary of State at Sacramento, carrying the official notification of the incorporation of Torrance, contains a typographical error, which necessitated rewriting and re-mailing of the notice. This accounts for the delay in receiving the charter, under which the trustees will be governed. The notification has been sent north with all possible dispatch, and word ought to be received at any time, when the new board of trustees will meet and perfect their organization.

SANTA ANA BENEFIT DRAWS LOCAL FOLKS

The benefit concert held in the high school auditorium of Santa Ana and given under the auspices of the American Legion, Tuesday evening was one of the musical features of the season for that city. Seventy-five members of the Ellis Club, Los Angeles, journeyed to the Orange City by special electric train and appeared before an audience of 1500 in one of their famous concerts. Charles Curtis of the Dominguez Land Corporation, and who is a member of the Ellis Club, joined the party in Los Angeles Tuesday evening and took part in the program. Concert singing was the feature of their part in the program, and the full strength of the club was represented. This same club stages four concerts every year at the Philharmonic Theatre, and wherever they appear the advance sale of tickets shows their popularity. One week ago over 1000 tickets had been disposed of in Santa Ana. Mr. Curtis returned to Torrance the following morning.

DOMINGUEZ LAND CORPORATION SALES FOR THE PAST WEEK

The following purchasers have bought property in Torrance the past week through the energies of M. L. May, general sales manager for the Dominguez Land Corporation:

P. E. L. Co., lot 10, block 66, Torrance tract.

Ada Kins, Los Angeles, lot 9, block 68, Torrance tract.

T. L. Howard, Santa Ana, lot 11, block 53, Torrance tract.

W. T. Detrick, Santa Ana, lots 4 and 5, block 12, tract 4070.

E. D. Boncher, Santa Ana, lot 3, block 61, Torrance tract.

P. W. Storms, Santa Ana, lot 6, block 62, Torrance tract.

W. L. Douglas, Santa Ana, lot 10, block 39, tract 2761.

Dora McNutty, Los Angeles, lot 11, block 54, Torrance tract.

Lora Aqs, Los Angeles, lot 6, block 90, Torrance tract.

L. Wright, Mo., lot 21, block 61, Torrance tract.

Mr. and Mrs. R. Shriner were dinner guests of Mr. and Mrs. F. L. Parks Friday evening, the occasion being the birthday anniversaries of Mrs. Shriner and Mr. Parks.

SUBMIT MANY SLOGANS FOR TORRANCE

FIVE DOLLARS IN GOLD TO BE GIVEN FOR THE BEST NAME

The Slogan Committee report that so much enthusiasm has been shown in offering suggestions that the time limit has been extended until Saturday noon, May 28. This will give an opportunity for every man, woman and child to offer a suggestion and win the \$5.00.

Rules For Contestants

Each person is limited to three suggestions.

Write each suggestion on a separate sheet of paper. Write your name and address plainly on the opposite side.

Address the SLOGAN COMMITTEE, TORRANCE, CALIFORNIA.

The Slogan Committee, composed of Dr. J. S. Lancaster, Dr. N. A. Leake and L. F. Bennett, will choose the best suggestion and announce the winner at the Chamber of Commerce meeting, June 6th. A check for five dollars will be mailed the winner the following day, June 7th, 1921.

The Slogan Committee will publish the suggestions with the names of the contestants each week. Watch the newspapers for these suggestions and endeavor to offer something better. Something short and easy is wanted.

A few of the suggestions submitted to date follow: "A Greater Torrance, Straight Ahead."—C. A. Paxman.

"Progress and Industry."—Albert Isenstern.

"The Workers' Paradise."—Albert Isenstern.

"Torrance, the Bright Spot in Southern California."—Johnnie Smith.

"Torrance, First, Last and All the Time."—Fred Hicks.

"Torrance, the Thrifty Burg."—Helen McDonald.

"Watch Us Progress."—Jeanne Davis.

"Watch Our Smoke."—Jeanne Davis.

"Torrance First-Class City 1921."—Joe McGee.

"Torrance, Scientifically Planned City."—Joe McGee.

"Torrance Always Hospitable."—Camillo Eklund.

It is expected that every person in Torrance will submit at least two suggestions. Special attention will be shown suggestions submitted by school children. Get busy on this and win the five dollar prize. The very idea you have in mind right now may win. Mail your suggestions to "The Slogan Committee," Torrance.

A DOUBLE SURPRISE

Mr. and Mrs. R. Shriner were dinner guests of Mr. and Mrs. F. L. Parks Friday evening, the occasion being the birthday anniversary of Mrs. Shriner and Mr. Parks. Mrs. Parks and Mr. Shriner had arranged for Mrs. Overman of Gardena to invite them to a supposed card party at the Women's Club House at Gardena and when they arrived, much to their surprise, they found waiting about sixty of their friends and relatives from Los Angeles, Burbank, Redondo and Torrance. Mrs. Parks and Mr. Shriner had arranged a dancing party. Dainty refreshments were served, the color scheme being carried out in pink and white. Many nice gifts were received by the honorees. All departed at a late hour, wishing both many more happy birthdays.

IT'S WITH "FLU"

A. H. Bartlett, secretary of the Community Building Co. and the Torrance Chamber of Commerce has been confined to his home this week with an attack of the "flu."

ADVISORY BOARD MET

A meeting of the advisory board of the Torrance Women's Club was held Monday in the home of Mrs. M. Stock of West Torrance. Colors and a motto for the club were discussed and will be further considered at the next regular meeting of the club.